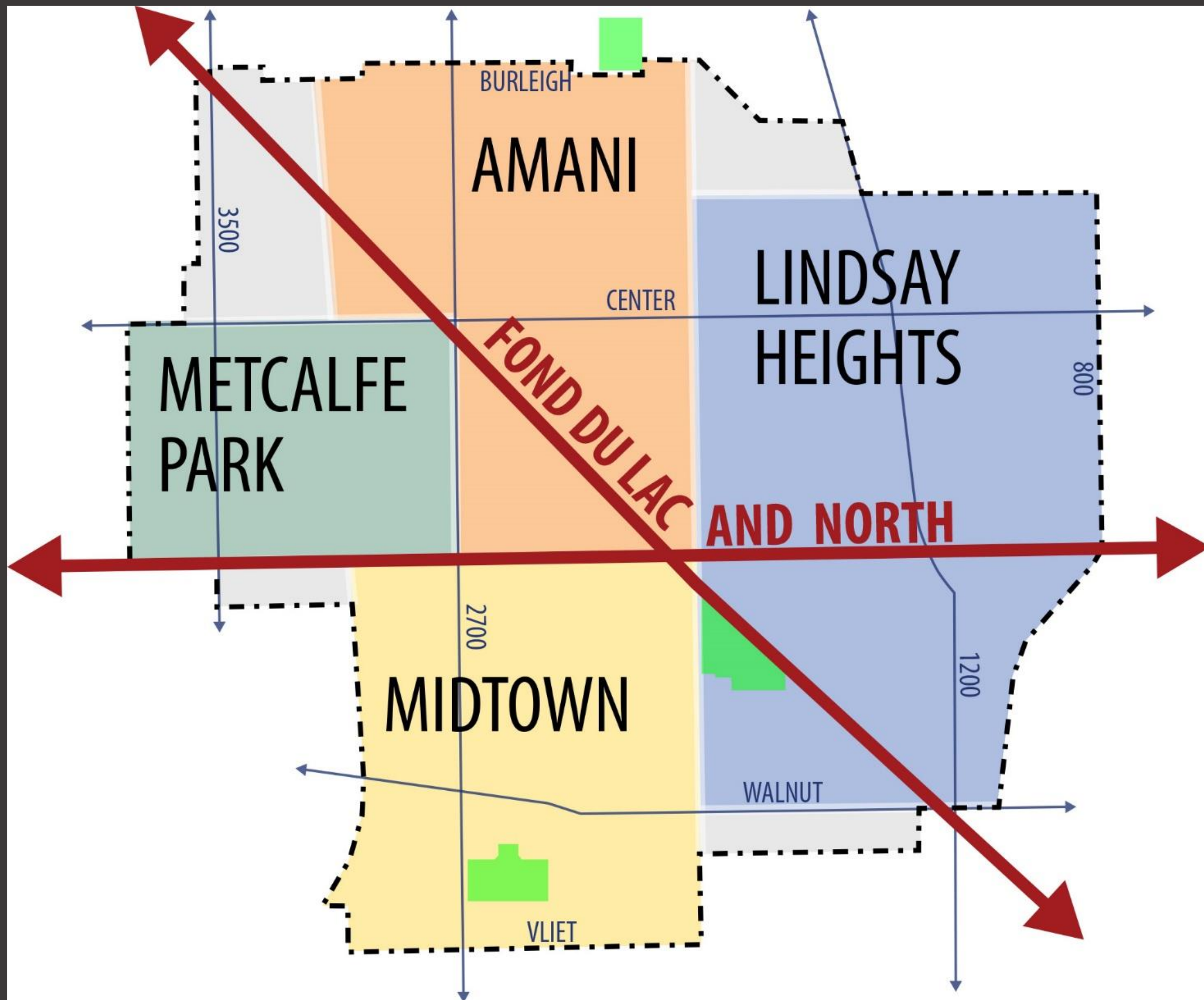


An aerial photograph of a city street intersection. The street runs vertically through the center. To the left of the street, there are several large green lots, some with trees and some with small buildings. To the right, there are more buildings, including a large red brick building and a yellow building with a sign that says "SHAFI PLAZA". In the background, there are more residential houses and a church with a tall steeple. The text "FOND DU LAC AND NORTH AREA PLAN" is overlaid in large yellow letters across the middle of the image.

FOND DU LAC AND NORTH AREA PLAN

Commercial Corridors Focus Group
November 20, 2020



Community Partners



Dominican Center/
Amani United



Metcalfe Park
Community Bridges



Walnut Way

FOND DU LAC AND NORTH AREA PLAN

Revised Schedule

2019

| | |
|------|-----------------------|
| Fall | Community Workshop #1 |
|------|-----------------------|

2020

| | |
|----------|-----------------------|
| February | Community Workshop #2 |
|----------|-----------------------|

| | |
|--------|-------------------------|
| Summer | Online Community Survey |
|--------|-------------------------|

| | |
|-------------|---------------------|
| Fall | Focus Groups |
|-------------|---------------------|

| | |
|----------|-----------------------|
| December | Community Workshop #3 |
|----------|-----------------------|

2021

| | |
|--------|--------------------|
| Spring | Release Draft Plan |
|--------|--------------------|

| | |
|--------|-----------------------|
| Spring | Community Workshop #4 |
|--------|-----------------------|



FOND DU LAC AND NORTH AREA PLAN

Potential Plan Structure

I. AREA WIDE POLICIES AND STRATEGIES

General statements outlining community values and priorities intended to inform programming and decision making regarding a wide range of issues.

II. LAND USE AND DESIGN STANDARDS

Policy regarding land use, building type, density, height, and design elements in order to inform zoning and evaluate development proposals for consistency with the comprehensive plan.

III. NEIGHBORHOODS AND CORRIDORS

Policies, programs, infrastructure projects and real estate development opportunities particular to specific neighborhoods or commercial areas.

AREA-WIDE POLICIES AND STRATEGIES

General policies outlining community values and priorities intended to inform programming and decision making regarding a wide range of issues.

| RESILIENT COMMUNITIES | THRIVING CORRIDORS | STRONG NEIGHBORHOODS |
|--|--|--|
| Equity, Inclusion and Community Strength | Business Retention, Attraction & Creation | Homeownership |
| Public Health and Safety | Job Creation and Workforce Development | Rental Housing Stability and Affordability |
| Sustainability | Commercial Building Rehabilitation and Reuse | Housing Rehabilitation |
| Mobility and Streets | New Commercial Development | New Housing |
| Recreation and Open Space | Branding and District Identity | Neighborhood Beautification |

THRIVING CORRIDORS

Area-wide Policies and Strategies for Commercial Corridors and Economic Development

BUSINESS ATTRACTION, RETENTION AND ENTREPRENEURSHIP

Support existing small businesses, attract new businesses, and foster local entrepreneurship

JOB CREATION AND WORKFORCE DEVELOPMENT

Create employment opportunities and grow the workforce employers need

COMMERCIAL BUILDING REHABILITATION AND REUSE

Support the rehabilitation and reuse of existing commercial buildings

NEW COMMERCIAL DEVELOPMENT

Promote new commercial development on vacant and underutilized properties

BRANDING AND DISTRICT IDENTITY

Create an environment where small businesses can thrive

LAND USE AND DESIGN STANDARDS

Policy regarding land use, building type, density, height, and design elements in order to inform zoning and evaluate development proposals for consistency with the comprehensive plan.

LAND USE

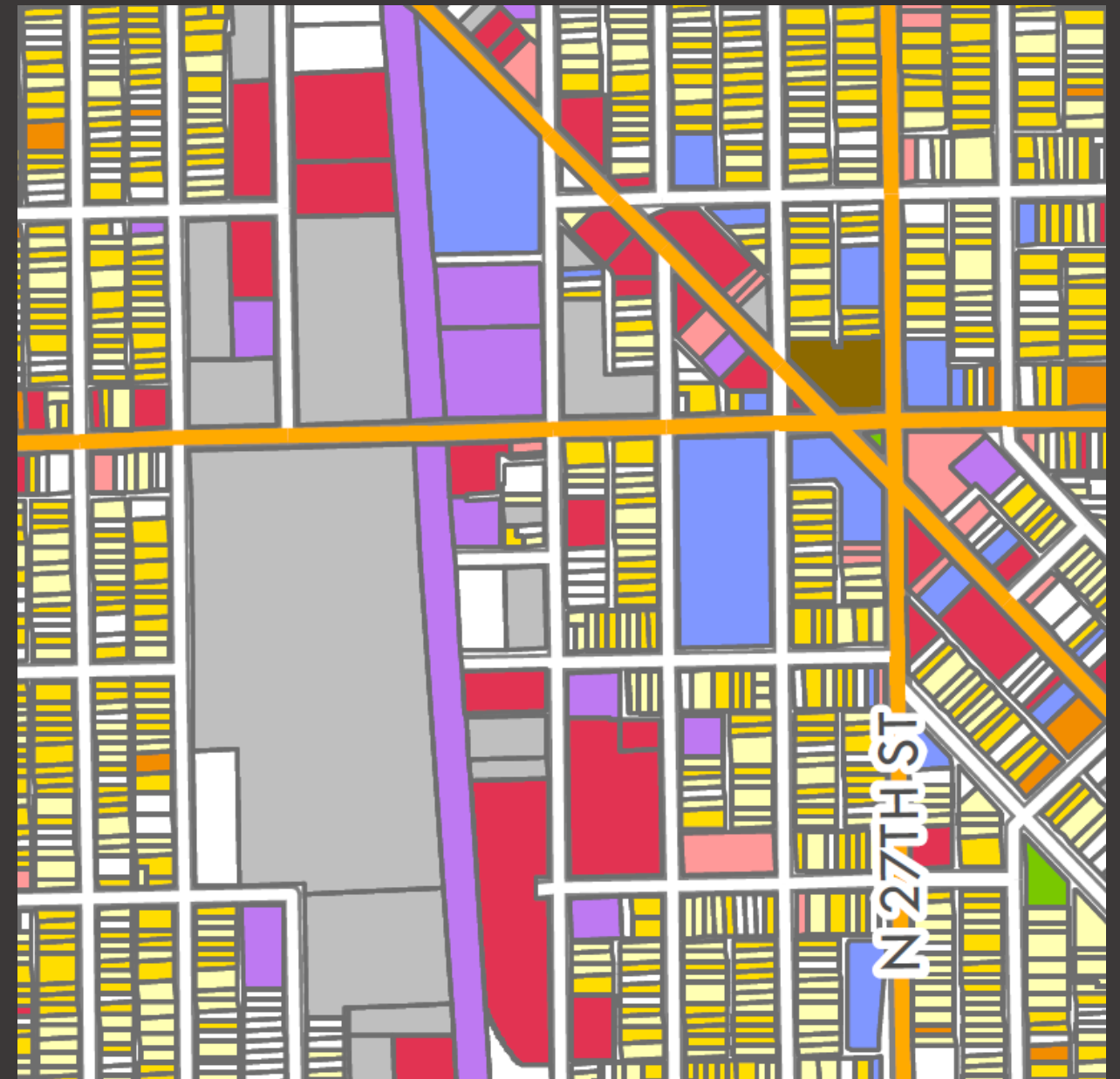
- What is the property used for?
(i.e. residential, commercial, industrial)

DESIGN

- What does it look like? How big or tall is it?
Where is placed in the property?

ZONING

- A Tool for regulating land use and design
- Every property is in a specific zoning district, and different districts have different standards.



LAND USE - For Commercial Districts (Summary Only)

A Balanced Mix of Offerings

Allow for a mix of uses including both residential and commercial as well as a balanced mix of businesses including traditional retail, personal services, social services, restaurants, etc.

Focused Retail Nodes

Limit the number of areas where the highest street activation is required to focused retail nodes.

Housing Development

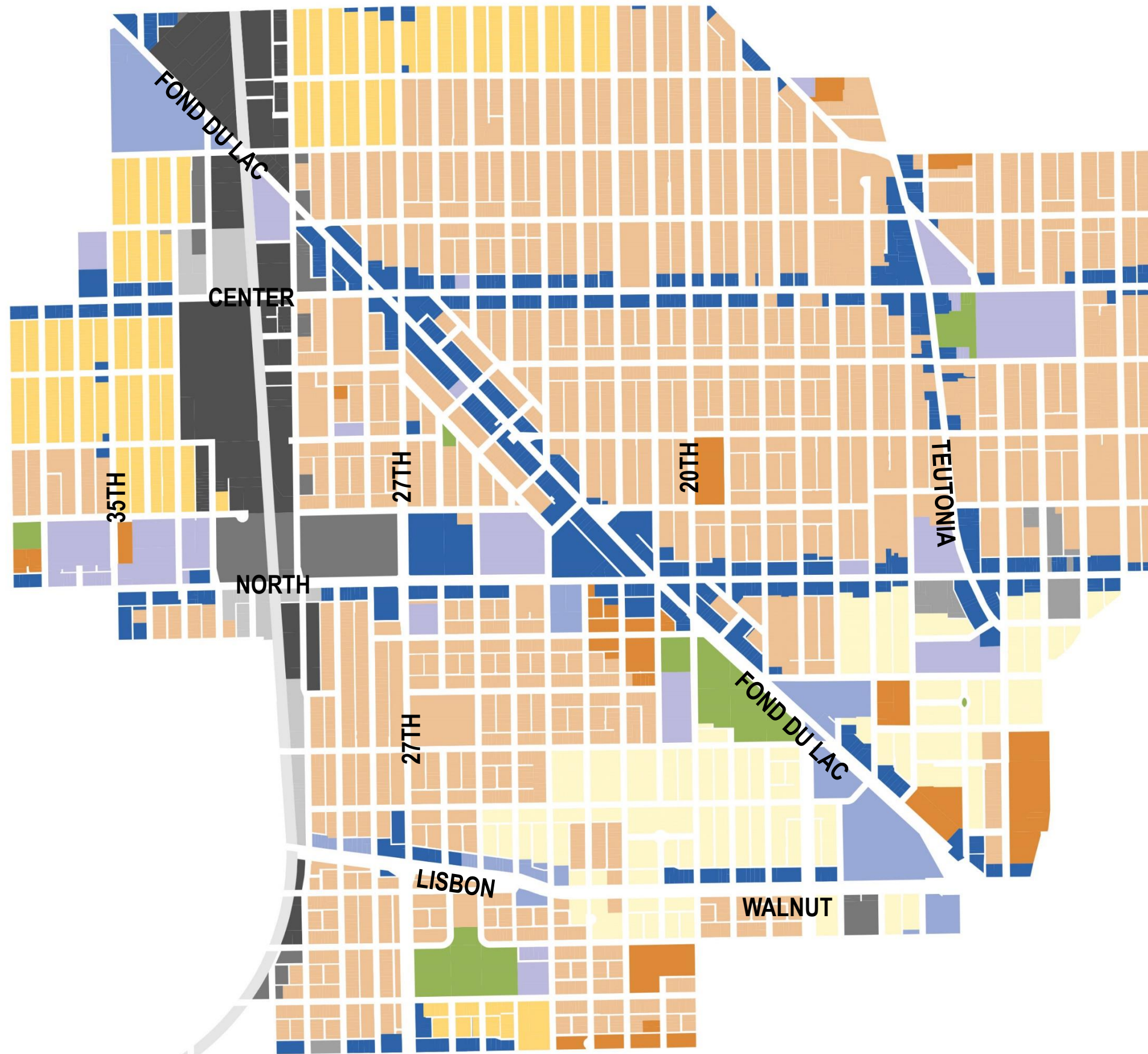
Between focused retail nodes, promote townhomes and multi-family residential development.

Higher Density Near Transit

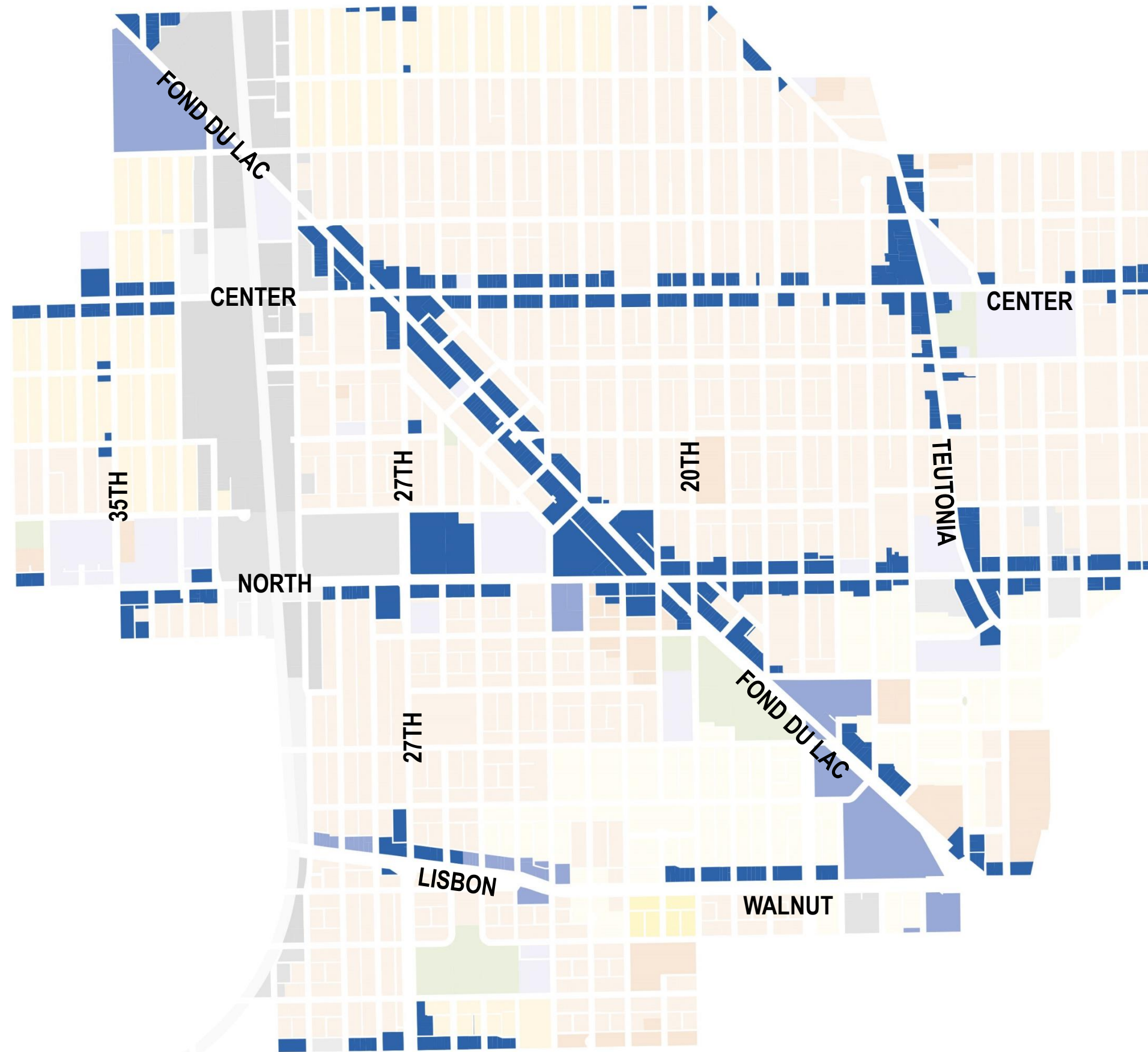
Encourage higher density development near major transit nodes and corridors.

Development that Shapes the Public Realm

Encourage new and existing buildings to physically define and socially activate streets and public spaces through massing, façade design and active uses.



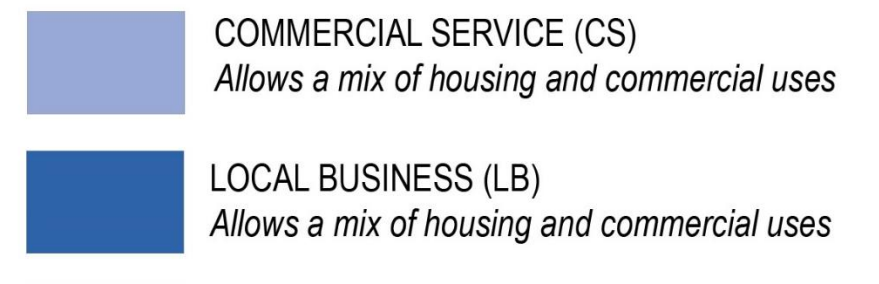
- PLANNED DEVELOPMENT AND INSTITUTIONAL**
Site Specific Standards
- SINGLE FAMILY ZONING (SF)**
Allows Single Family Only
- TWO-FAMILY ZONING (RT-3)**
Allows Single Family and Duplex
- TWO-FAMILY ZONING (RT-4)**
Single Family, Duplex, and up to 4-units
- MULTI-FAMILY ZONING (RM)**
Allows Single Family, Duplex, and Multi-Family
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Allows a mix of housing and commercial uses
- LOCAL BUSINESS (LB)**
Allows a mix of housing and commercial uses
- INDUSTRIAL MIXED (IM)**
Allows a mix of industrial, commercial and housing
- INDUSTRIAL OFFICE (IO)**
Allows industrial and commercial uses
- LIGHT INDUSTRIAL (IL)**
Medium size industrial operations
- HEAVY INDUSTRIAL (IH)**
Large, high-intensity industrial operations



Most Commercial Properties in the area are zoned Local Business-2 (LB2).

The two large MCTS facilities, Feeding America, and a few properties along Lisbon Avenue near 27th Street are zoned Commercial Service (CS).

CS is more flexible on design and use, but does not allow for as much density.



Design and Density

| | COMMERCIAL SERVICE (CS) | LOCAL BUSINESS (LB2) | LOCAL BUSINESS (LB3) |
|-----------------------------------|-------------------------------|----------------------------|----------------------------|
| MINIMUM GLAZING | LOW | MEDIUM | HIGH |
| MINIMUM BUILD OUT | LOW | MEDIUM | HIGH |
| MINIMUM HEIGHT | NONE | MEDIUM | HIGH |
| MAXIMUM RESIDENTIAL DENSITY | LOW | MEDIUM | HIGH |

Zoning can be used to...

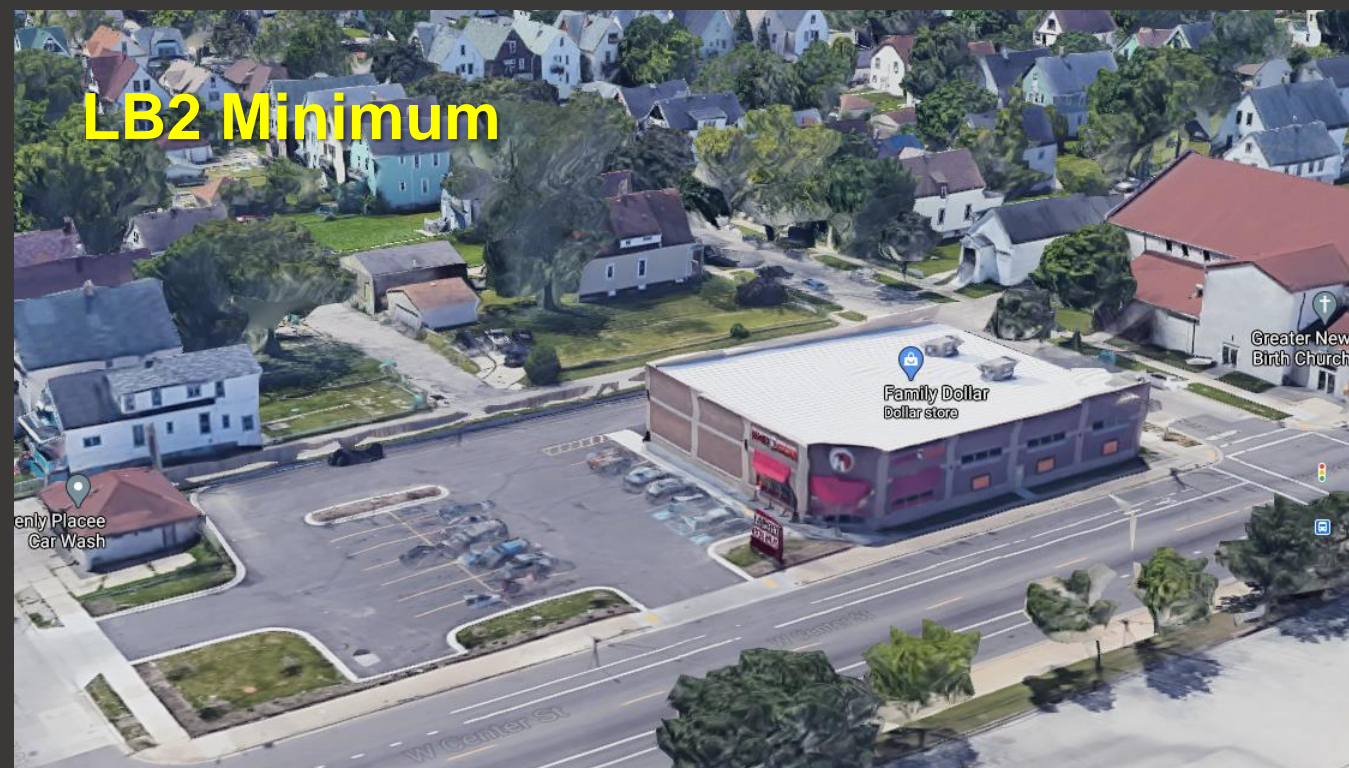
- **Encourage street activation**
- **Restrict residential density**

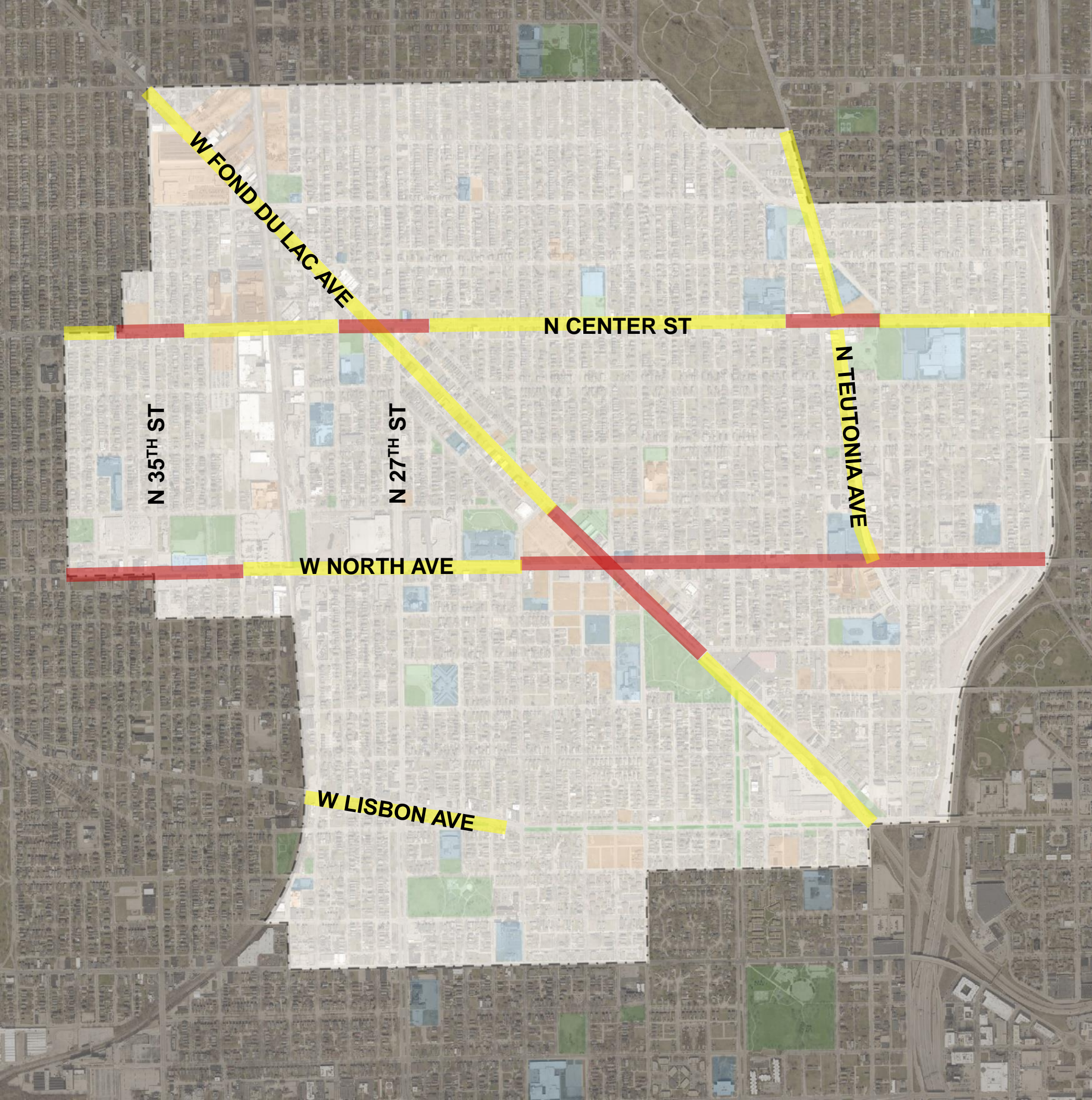
Street Activation

- Glazing - The number and size of ground floor windows (glazing)
- Build out – The percentage of the street frontage occupied by a building.
- Building Height – The height of the primary building façade.

Residential Density

- Density - The number of housing units allowed per square foot of lot area.





FOCUSED RETAIL NODES

Encourage street activation at primary retail nodes

Allow other areas to transition to less active uses if desired.

As regulated by...

- The minimum number and size of windows.
- The minimum percentage of the street property line that is built out.
- The minimum height of buildings



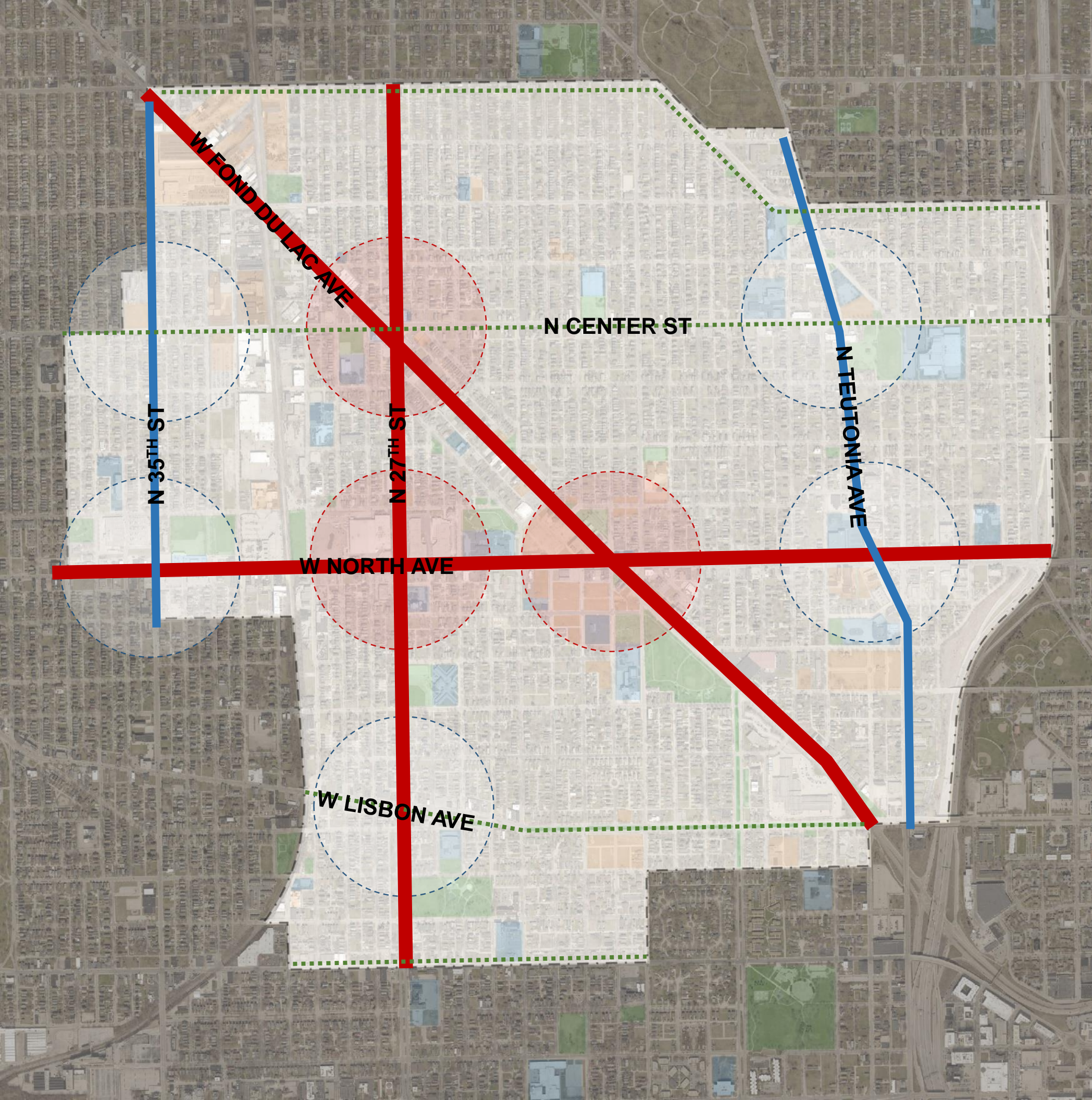
Active Uses

Encouraged in Focused Retail Nodes



Passive Uses

Allowed in-between retail nodes



DENSITY NEAR TRANSIT

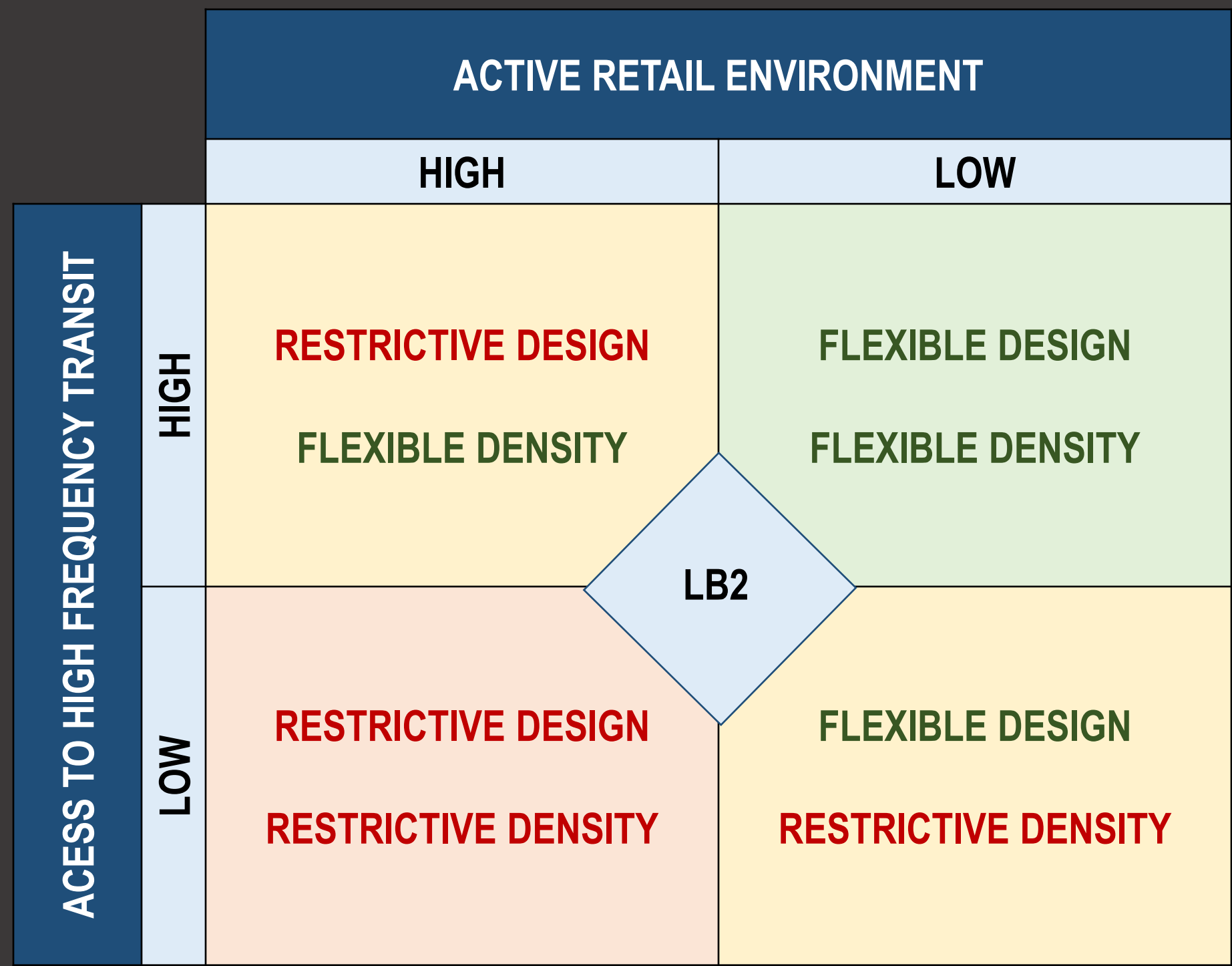
Allow Higher Density along the primary transit Corridors

- W North Avenue
- W Fond du Lac Avenue
- N 27th Street

As regulated by...

- The allowable number of residential units per square feet of lot area.

Design and Density



FLEXIBLE DESIGN:
 Maintain or reduce requirements
 intended to promote street activation.

RESTRICTIVE DESIGN:
 Maintain or increase requirements
 intended to promote street activation.

FLEXIBLE DENSITY:
 Maintain or increase the number of
 allowable residential units.

RESTRICTIVE DENSITY:
 Maintain or decrease the number of
 allowable residential units.

Design: In priority retail areas REQUIRE more street activation

Density: In areas adjacent to high frequency transit ALLOW more density

Other Alternative for Commercial Corridors

including but not limited to...

Neighborhood Shopping (NS2) has similar requirements for street activation as Local Business (LB2), but with less allowable density.

Residential-Office (RO2) zoning allows for high density residential without strict requirements for street activation. It allows neighborhood supporting retail uses but only as part of a mixed-use building.

Multi-Family Residential (RM) zoning allows for a variety of residential densities and housing types, but generally does not allow commercial uses.

Planned Development (PD) zoning is site specific zoning that is negotiated between the City and the Property owner for a particular property. PD zoning is only appropriate in limited circumstances.



NEIGHBORHOODS AND CORRIDORS

Neighborhood Snapshot

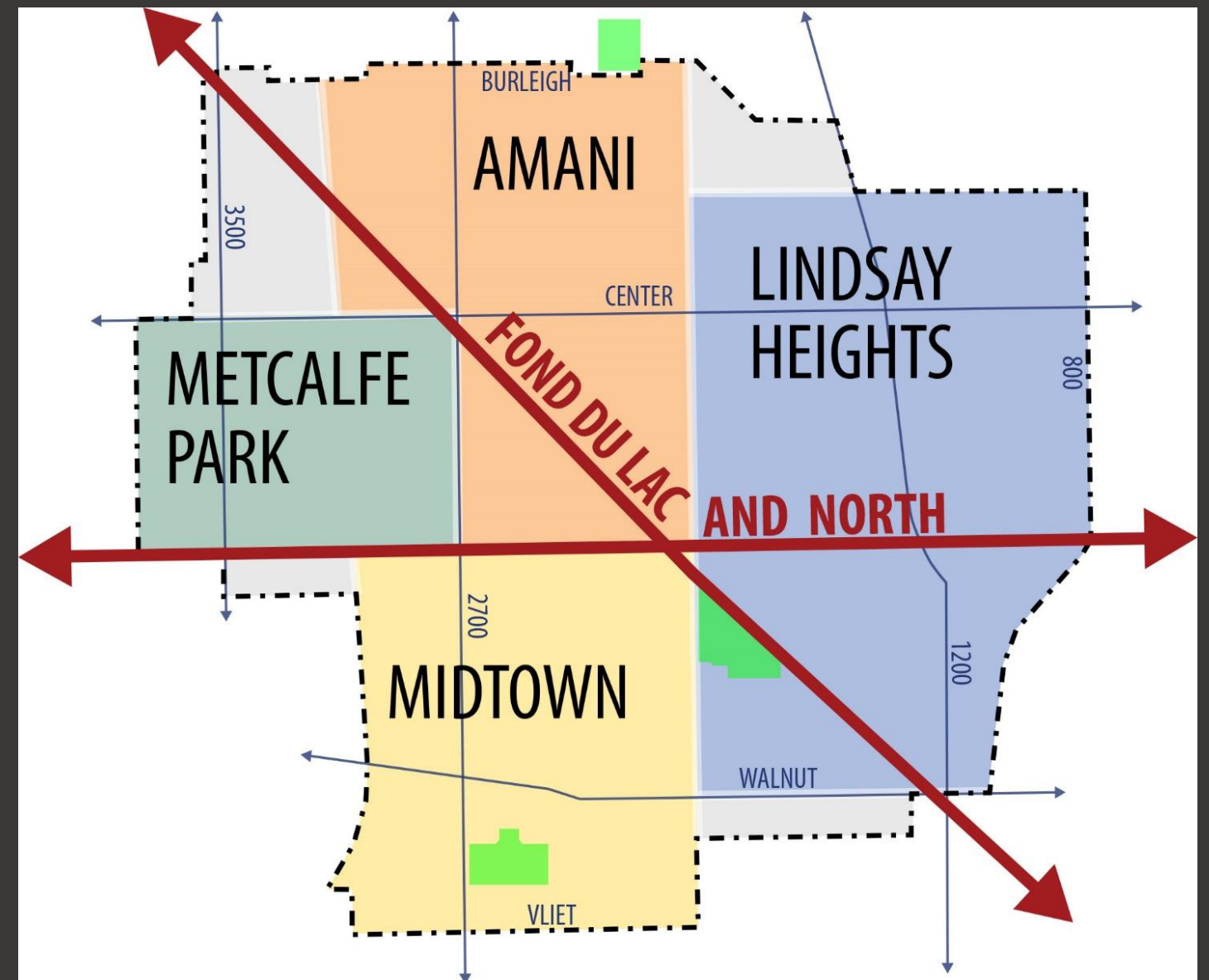
- Information about each neighborhood

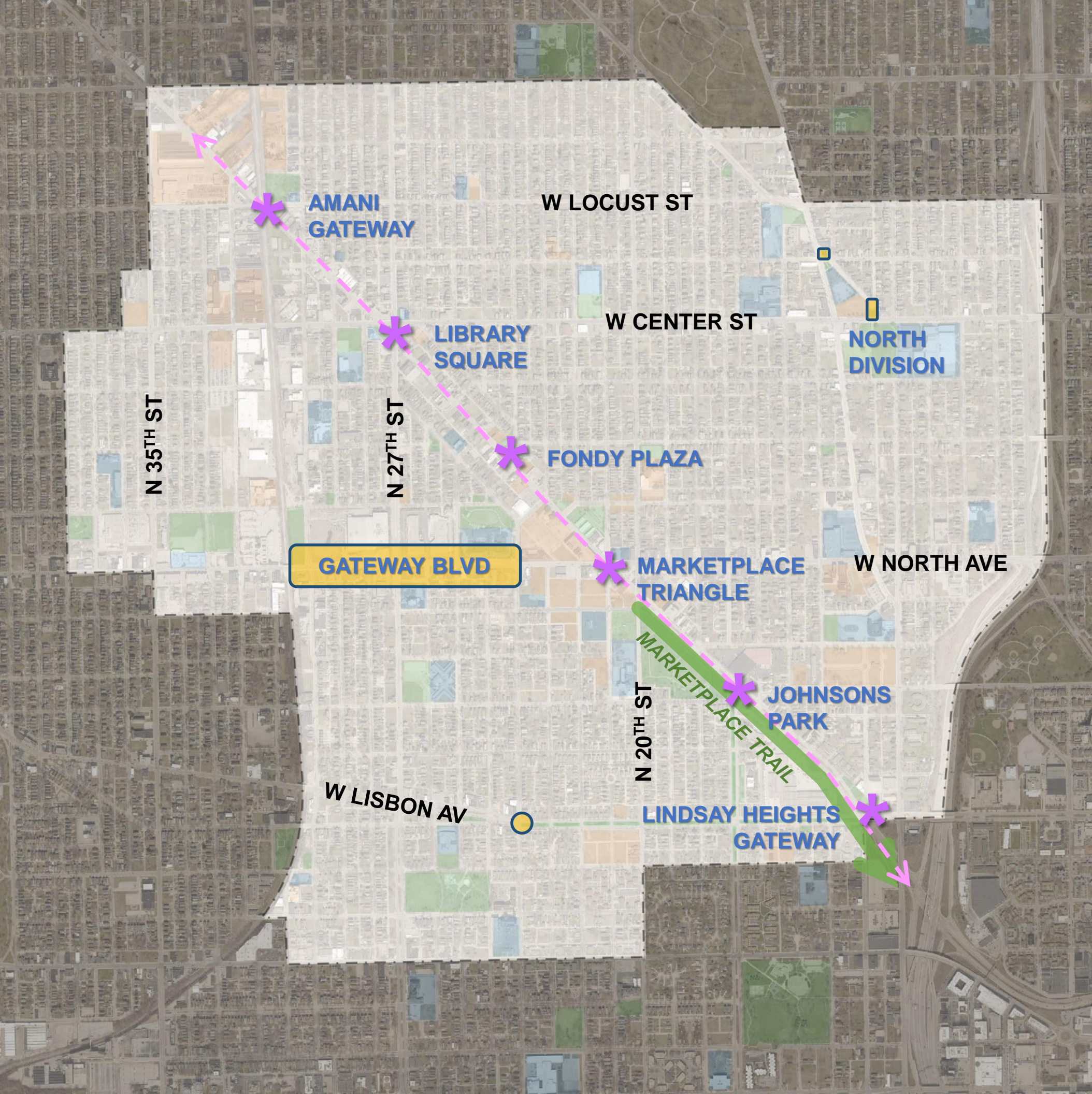
Neighborhood Specific Policies

- From existing neighborhood plans and guidance from community partners

Neighborhood/BID Development Plans

- Programs and Initiatives
- Community Infrastructure Projects
- Development Opportunities





Fondy *M O M E N T S*

Small public spaces with potential for iconic public art

MARKETPLACE TRAIL

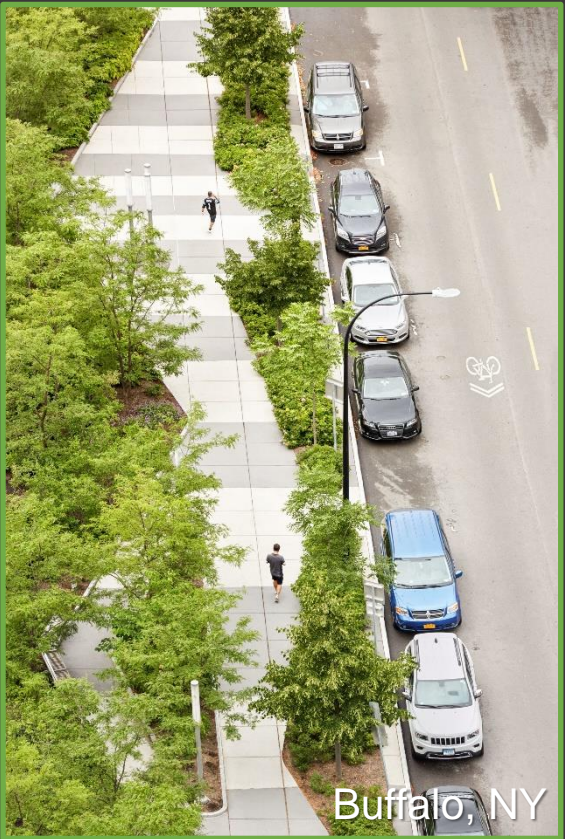
Enhanced Pedestrian Experience from Downtown to North Avenue

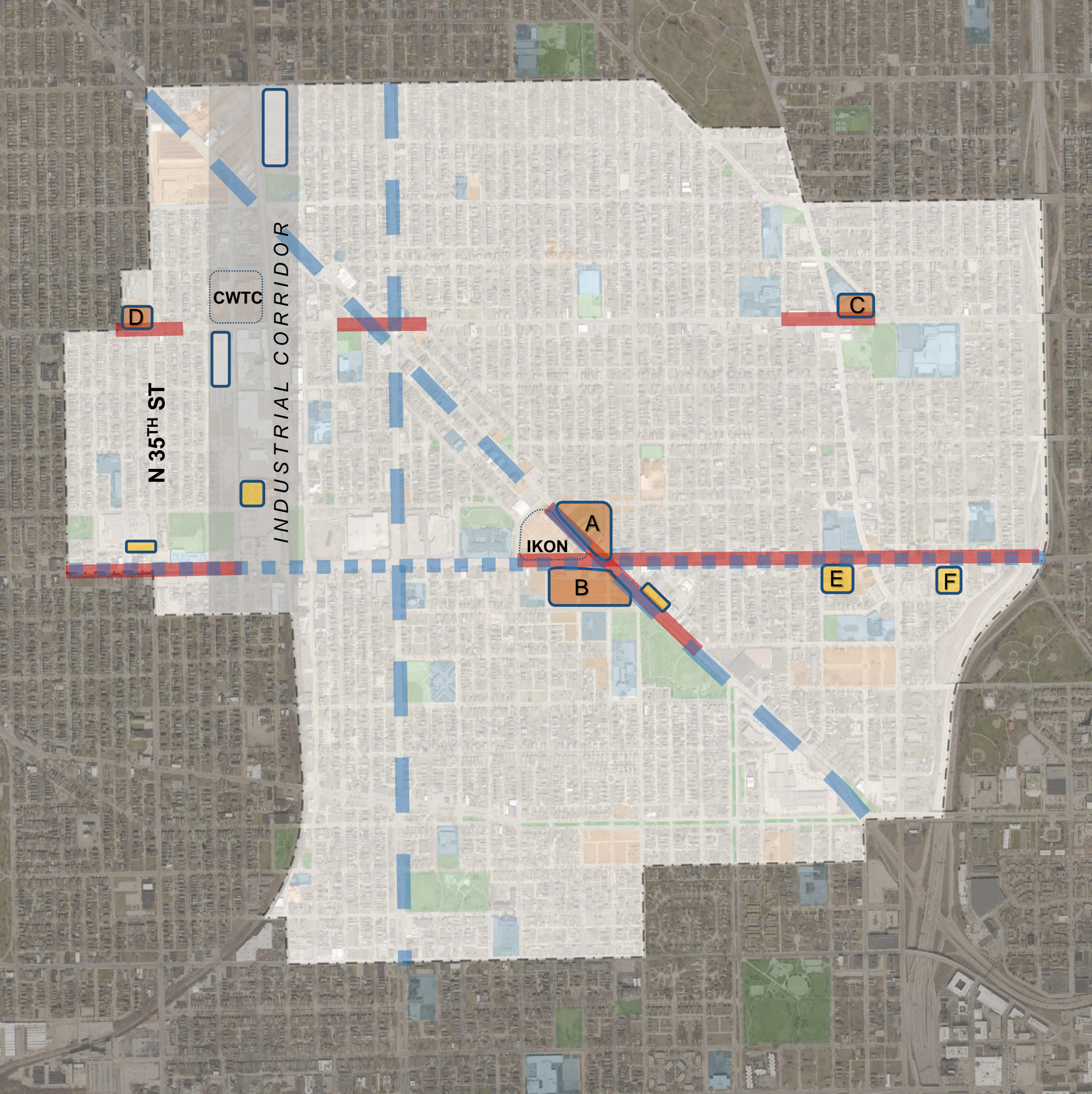
North Avenue Gateway

Improved boulevard between 24th and 30th

Other

- North Division Pedestrian Malls
- Walnut/Lisbon Transition





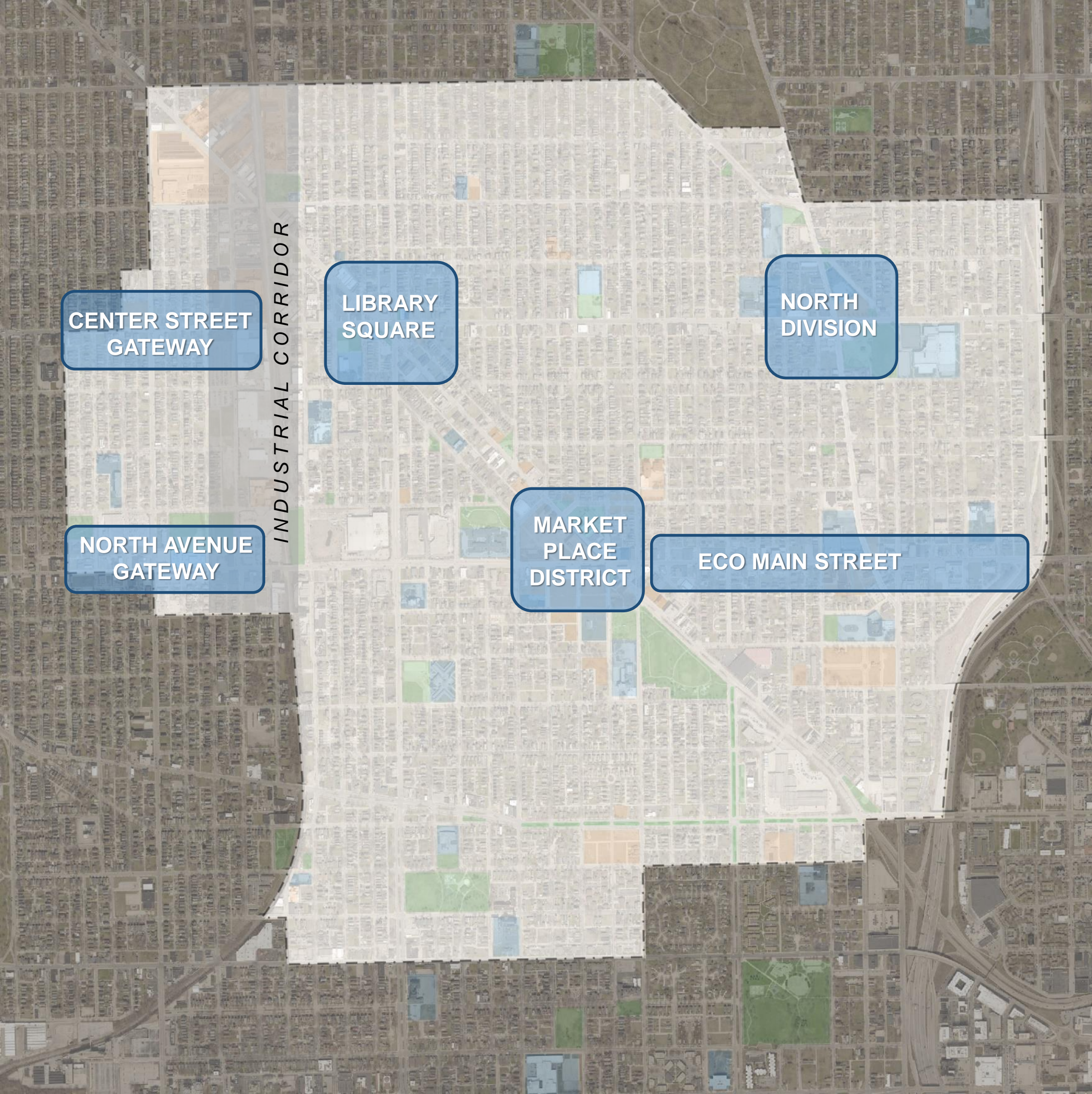
Commercial Corridor
Redevelopment Opportunities

Primary Transit Corridors

Retail Nodes

Major Development Sites

- A. Fondy Market & Bank bldg.
- B. Fondy/North Hub
- C. North Division
- D. Center Street Gateway
- E. Frm. M.E.C
- F. Frm. AlSCO



DISTRICT IDENTITY

Catalytic “Places”

1. Eco-Neighborhood Main Street
2. Library District
3. North Division Hub
4. Marketplace District
5. North Avenue Gateway
6. Center Street Gateway
7. 30th Street Corridor

Lindsay Heights ECO-Main Street

Theme

- Neighborhood Main Street
- Convenience shopping and services
- Green Infrastructure Showcase

Mix of neighborhood serving retail and services.

NORTH AVENUE RECONSTRUCTION

- Cohesively Designed Streetscape with a major emphasis on green infrastructure.
- Flexible parking lane to alternate between bioswales, tree lawn, expanded sidewalks, and parking/loading with pervious pavers.

MEC Redevelopment

- Indoor Farm, Maker's Space?
- Demo or Reuse?
- Wind Power?

Alsco Redevelopment

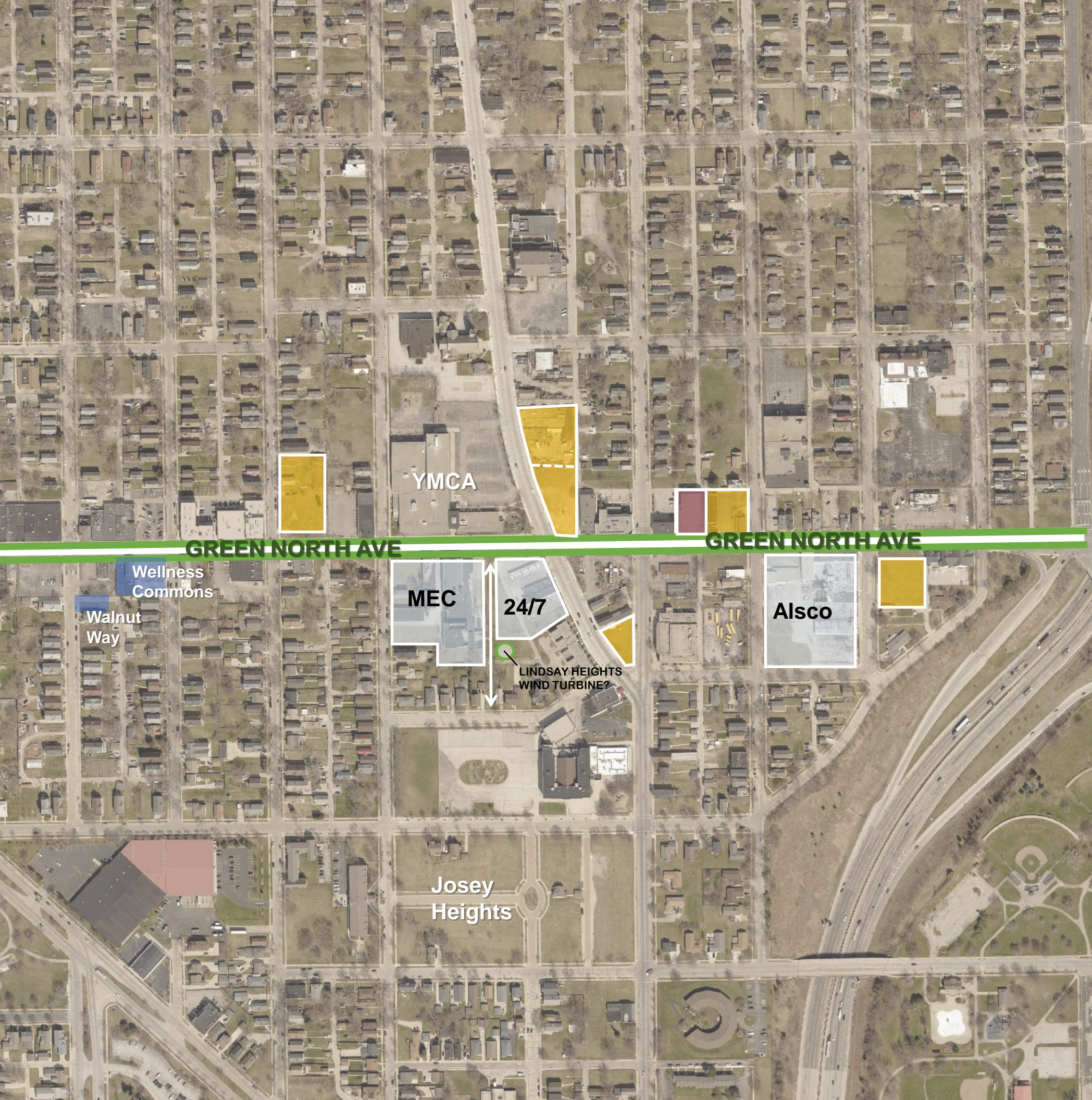
- Office, Entertainment, Manufacturing

New Mixed Use Development

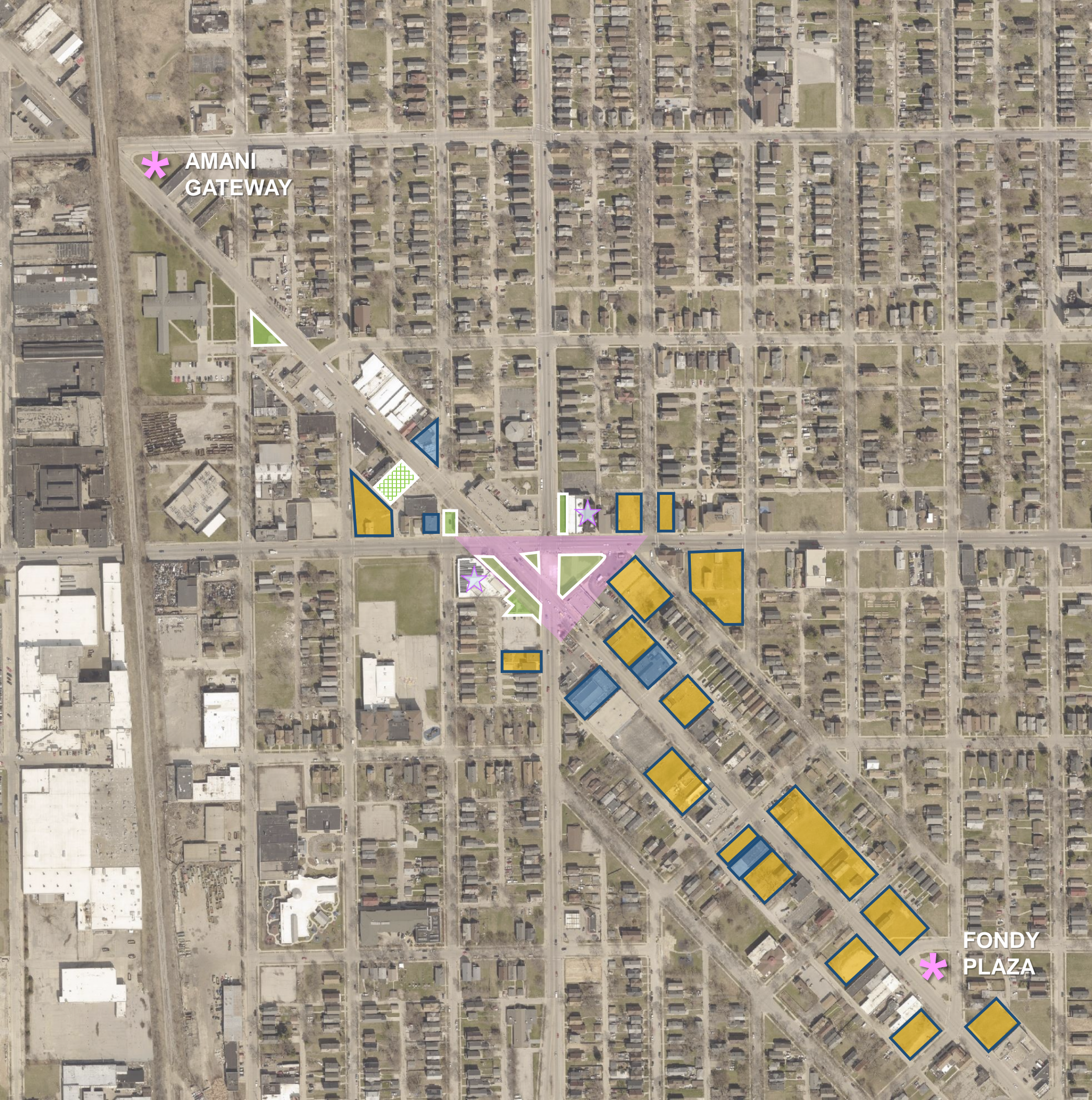
- Teutonia and North (Singh)
- 10th and North (Singh)
- 15th and North
- 12th and Teutonia

Other

- **HISTORIC JAZZ HALL**
- 24/7 Convenience Store (Singh)
- Façade Renovations







Library Square

Theme

- Art, Culture, History

Anchors

- WI Black Historical Society
- Milwaukee Public Library
- BRIC

TACTICAL URBANISM

- DPW Rapid Implementation Project with Community Street Art

Major Projects

- Black History Sculpture Garden
- Public Parking

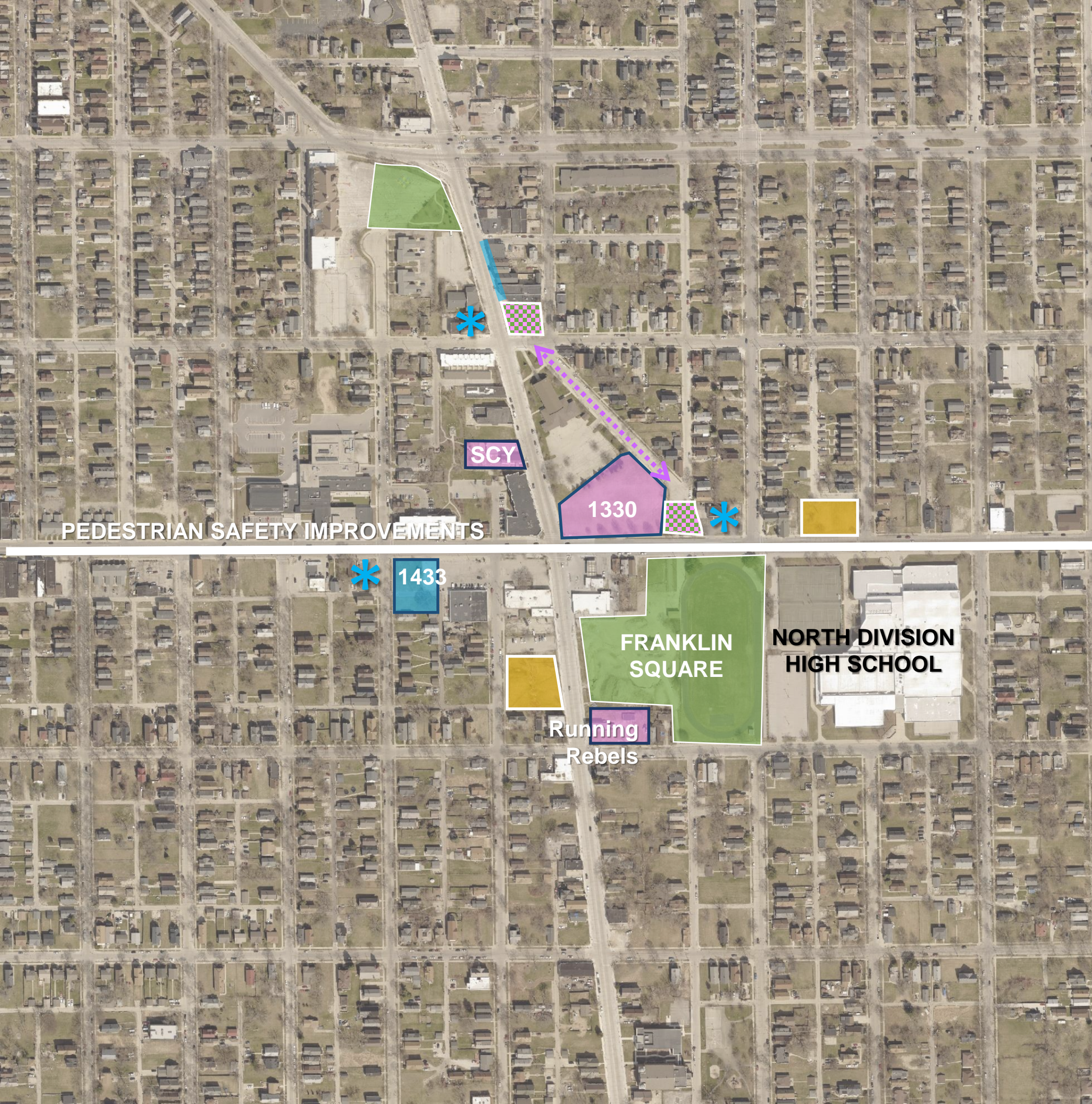
Façade Improvements

- Fond du Lac Supermarket

Fond du Lac Redevelopment

Lakeview Hub, Chicago





North Division Hub

Theme:

Youth Entertainment District

Commercial Anchors:

- Ashley's BBQ
- Center St Fish Market
- Coffee Makes You Black

Public Realm:

- A. North Division Pedestrian Malls/Plazas
- B. Center Street Pedestrian Safety Rapid Implementation Project

1330 W Center St

- Youth Oriented Entertainment Complex, integrated with ped. plaza at 13th St
- Possible housing/office on upper floors.

Program/Renovation

- Franklin Square/Running Rebels Programming. Store run by the youth?
- Scott Christian Youth Center (City owned)

Commercial Development

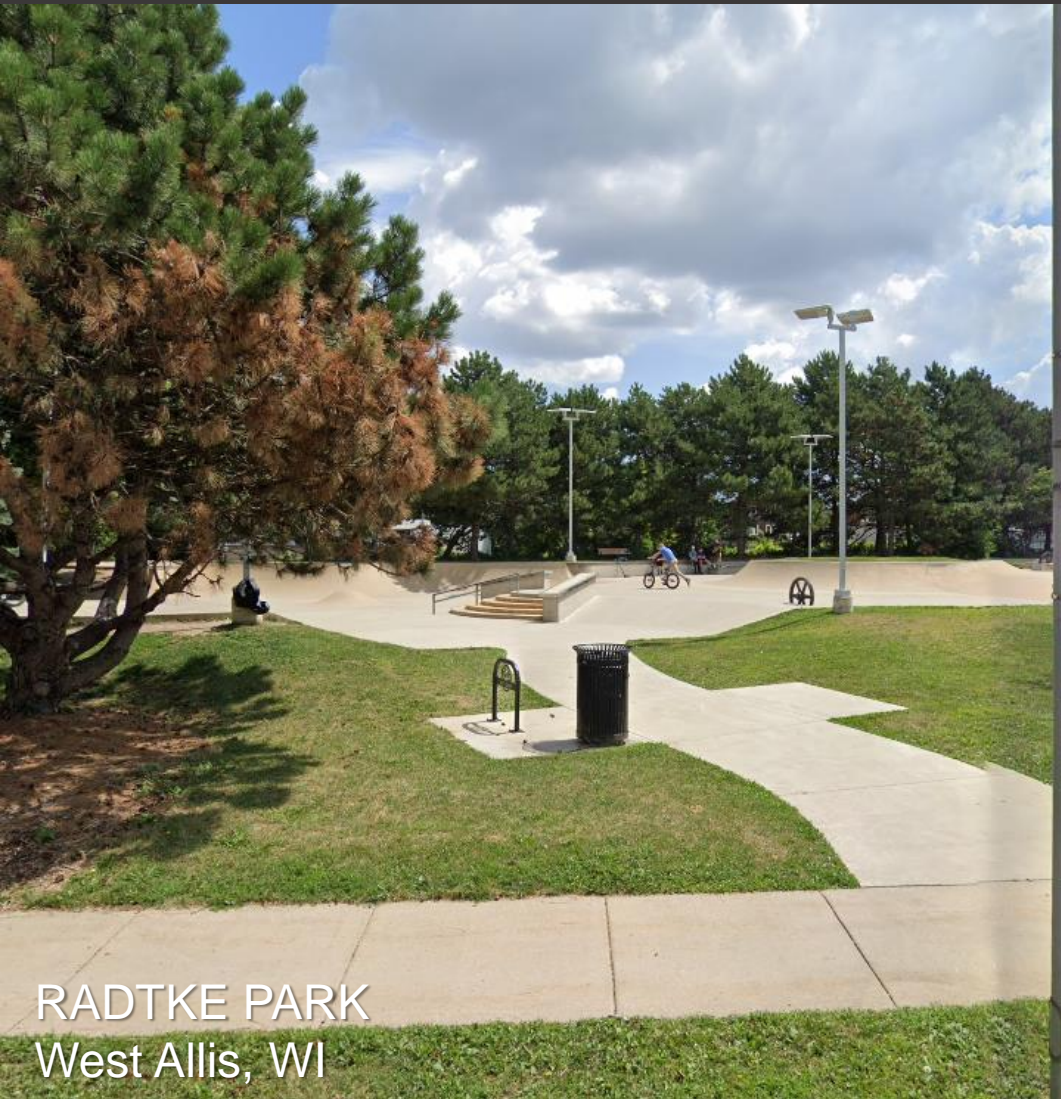
- North Division Shopping Center (15th St)

Housing Development

- 2629 N Teutonia Av
- 1100 W Center St

Façade Enhancements

North Division Pedestrian Malls



RADTKE PARK
West Allis, WI



ESPLANADE YOUTH PLAZA
Fremantle, Australia

*Youth-oriented plaza
at 13th and Center*

Transitions to...

*Community Gathering Space
for adults on 14th and Hadley*





THE HISTORIC MARKETPLACE DISTRICT

Themes: Fresh Food, Entrepreneurship Hub, Destination retail experience, Downtown of the Northside

MARKET SQUARE

- Fondy Farmer's Market Renovations
- Maker's Market, Food Hall or Winter Market in Frm. Legacy Bank
- Redesign Paving pattern across entire marketplace district. Consider options for relocating blood bank and creating new outdoor plaza space connecting the site.

FONDY NORTH HUB

Attract a major anchor such as a corporate headquarters, university extension, or center for urban agriculture. Alternatively, build out as a Transit Oriented Development.

1900 Block Mixed Use Development

- New Construction at 19th and Fond du Lac
- Renovation and reuse of buildings on 20th and Fond du Lac.

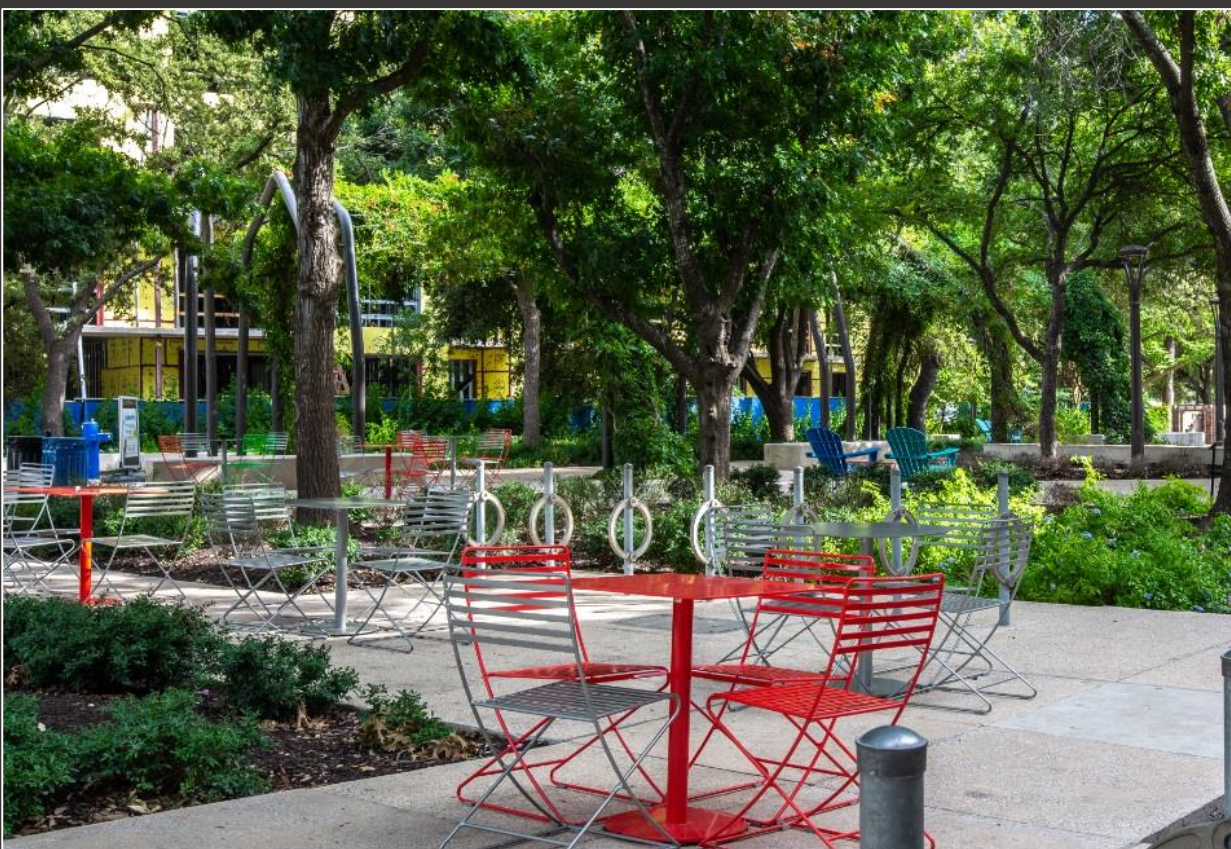
Ikon Hotel and Conference Center

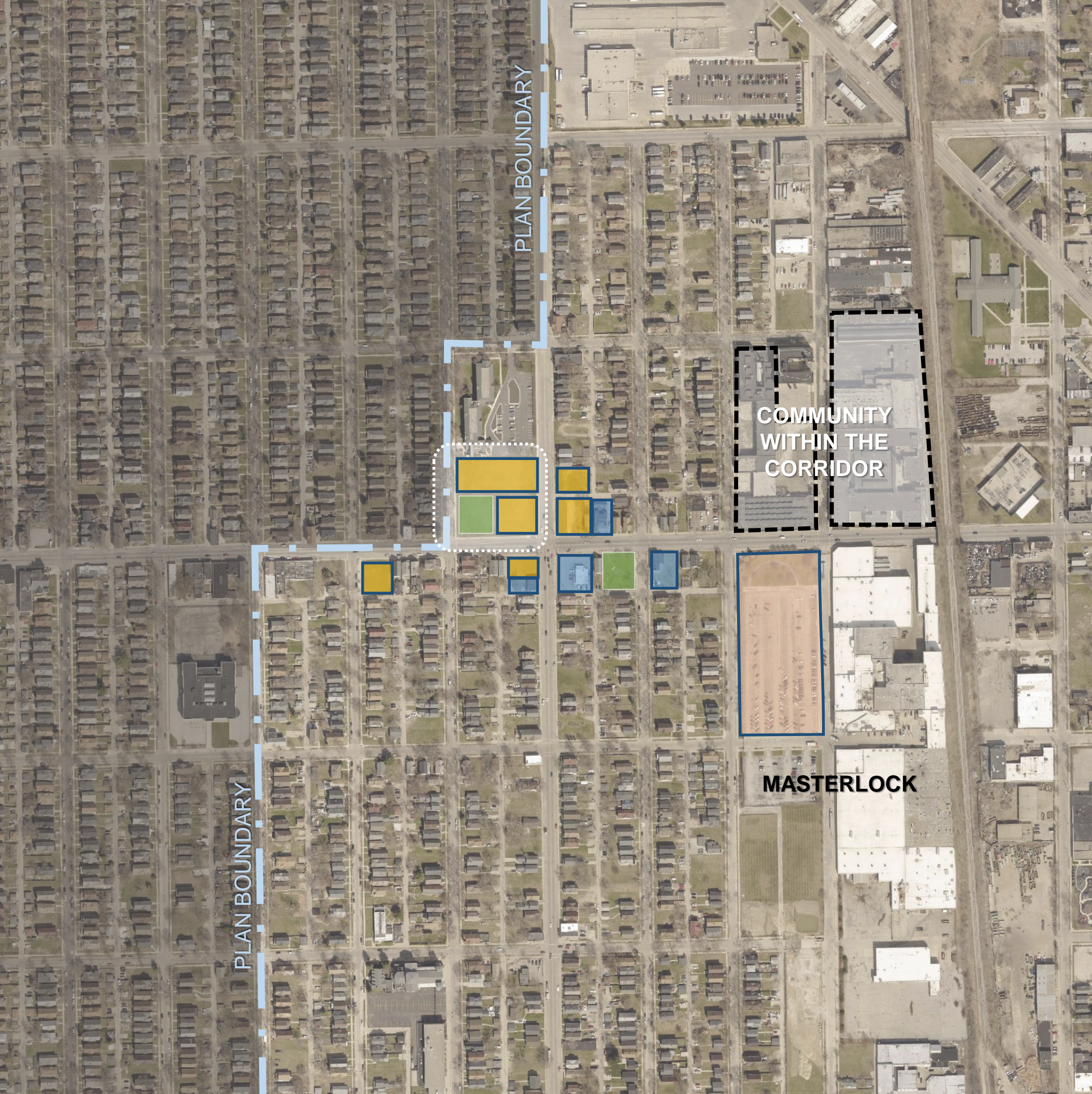
- District Wide Identity across market/ikon hotel. Marketplace triangle

Façade Renovations

Fondy North Historic District ???







Center Street Gateway

Theme:

- Neighborhood Center

Target the area around 35th and Center for infill development and façade improvements

Catalytic Site

NW Corner of 35th and Center
Frm. St. Mary's Convent

North Avenue Gateway

Theme:

- Neighborhood Main Street
- Live/work/play/learn

LIGHTHOUSE

Work with Roundy's to unravel the Jewel Osco Planned Development District, create a site for development south of the parking lot, and target resources for façade and building improvements to owners along North Avenue.

GARFIELD PARK

- Fred's Doors Property (3123) was sold in 2020. Large Property with an opportunity for active outdoor space on corner.
 - **What's the Plan?**
- 3201 W North Ave - Restore the historic building and occupy with an active use.
- 3209 W North Avenue (Bachan Singh). Nice building for a “maker space” or event venue concept. City owned land to west and south.

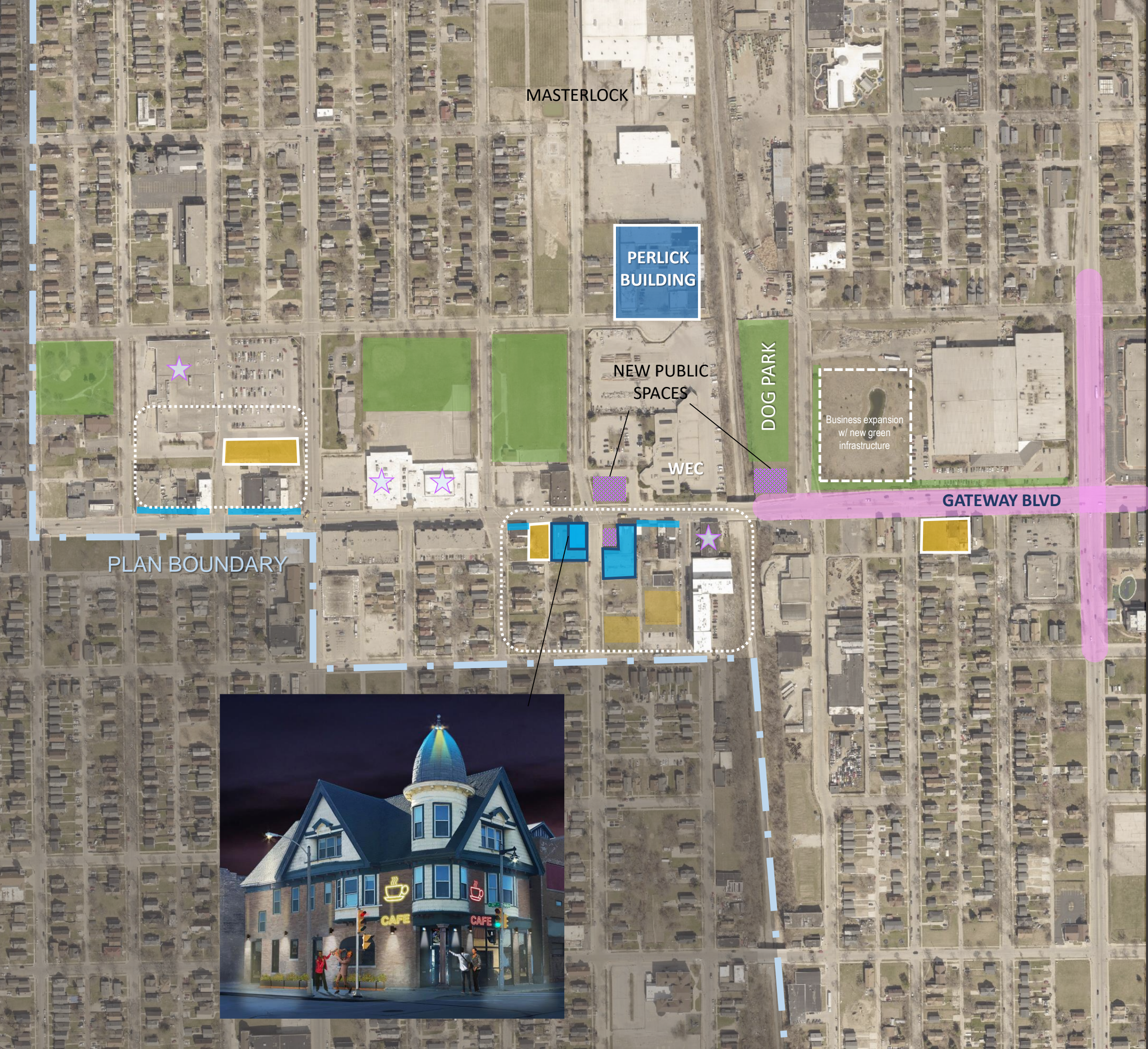
PERLICK BUILDING

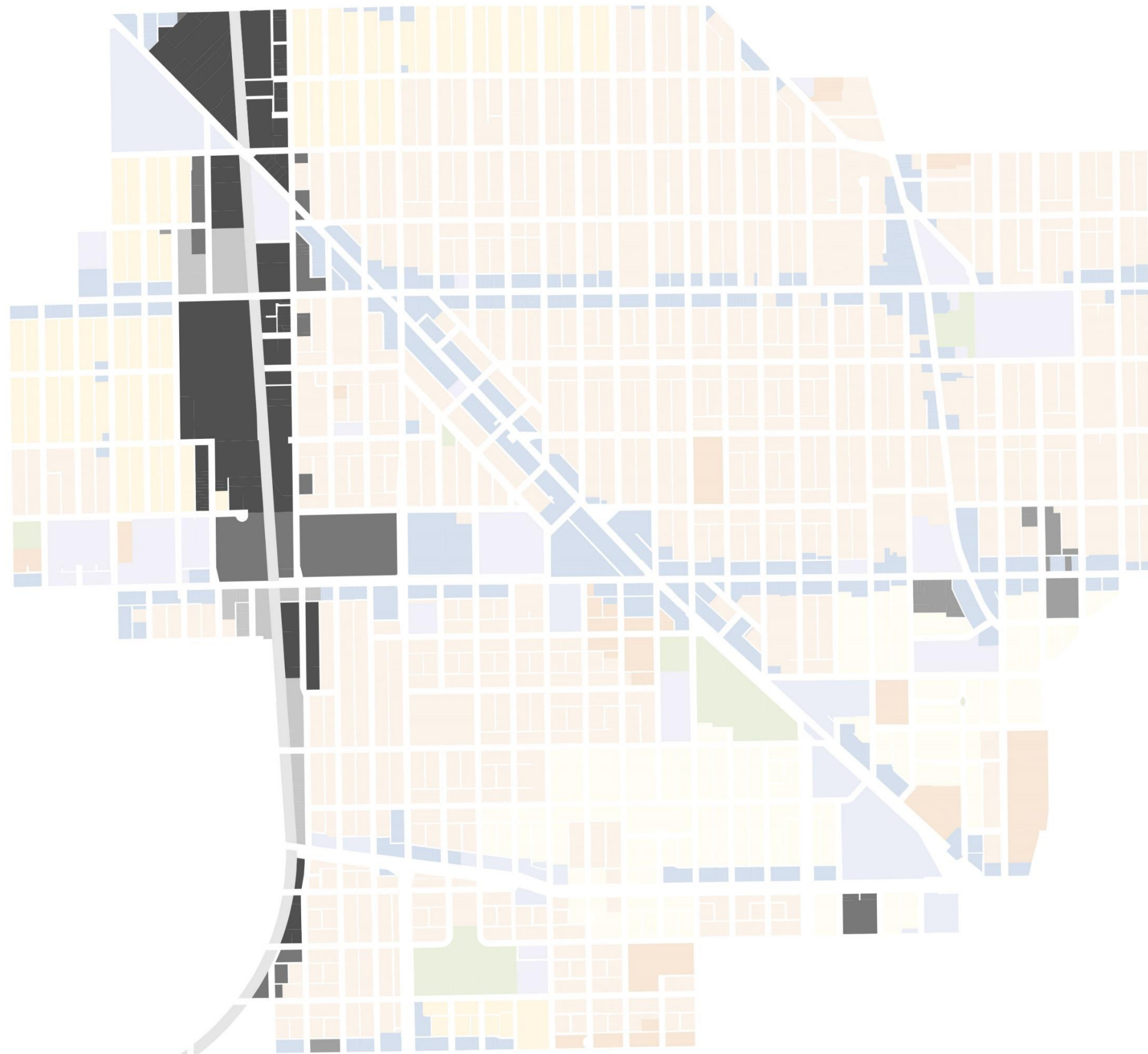
- Reuse historic building for housing and maker space. Promote as a live/work/sell community.

NORTH SIDE REGIONAL EMPLOYMENT CONNECTOR.

Gateway Boulevard Streetscape

Pedestrian Safety Improvements on North Ave and 35th St





- PLANNED DEVELOPMENT AND INSTITUTIONAL
Site Specific Standards
- SINGLE FAMILY ZONING (SF)
Allows Single Family Only
- TWO-FAMILY ZONING (RT-3)
Allows Single Family and Duplex
- TWO-FAMILY ZONING (RT-4)
Single Family, Duplex, and up to 4-units
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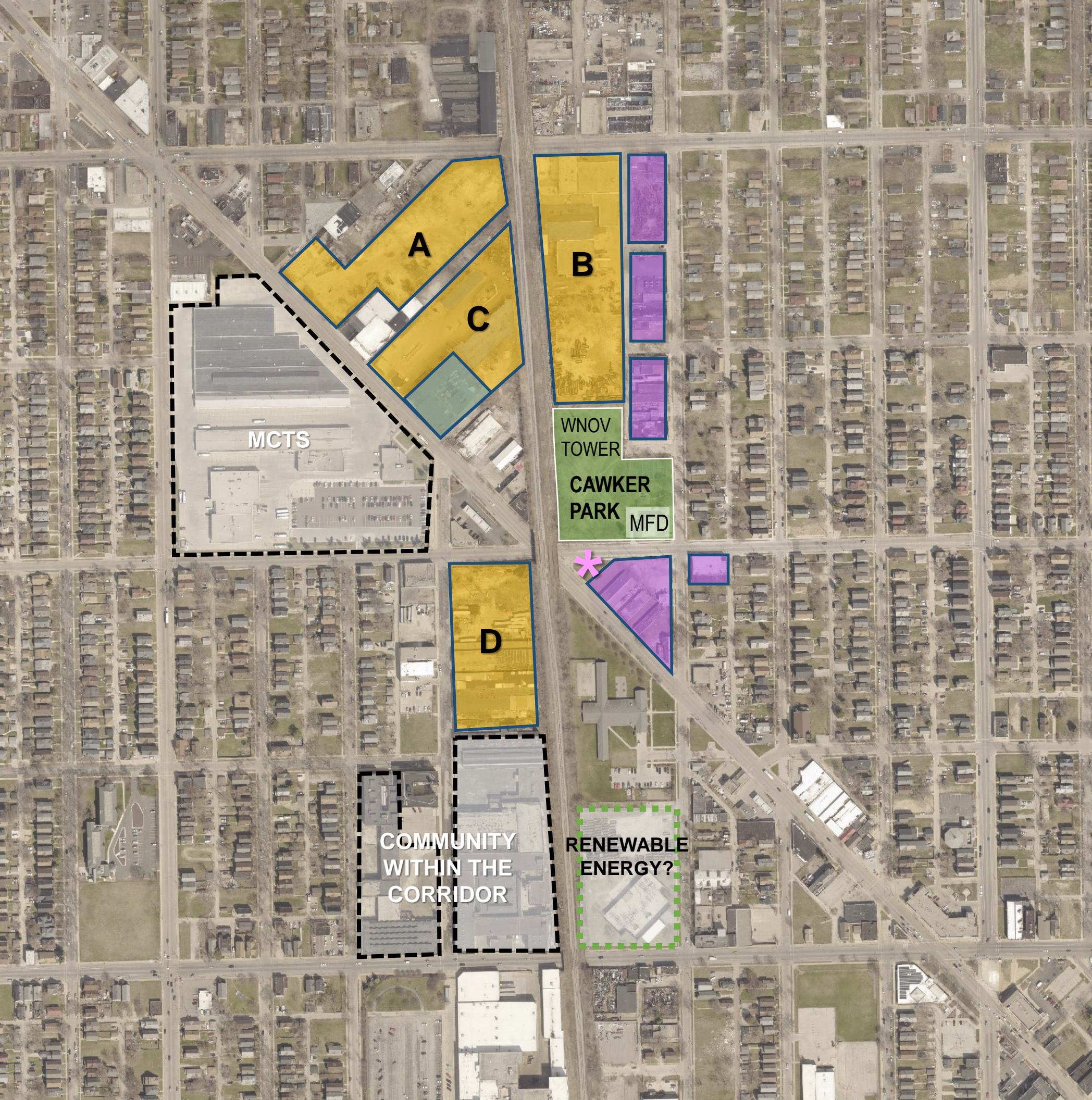
30th St Industrial Corridor (Center to Burleigh)

Manufacturing Sites

- A. UMS(Group A) – 4 Acre Site
- B. UMS (Group B) – 5 Acre Site & 100,000+ SF building. *Frm. Geiser Potato Chip Co.*
- C. UMS (Group E) - 4 Acre Site & 100,000+ SF Building.
- D. Nakayla LLC – 3 Acre Site, Multiple 1 story buildings

AMANIWORKS

A creative hub for entrepreneurs, artists and small manufacturing start ups. Also offices, event spaces and other non-housing uses.





30th St Industrial Corridor
(North to Center)

Masterlock Expansion Site

*Potential to leverage tax increment for Metcalfe
Park housing programs?*

Perlick Buidling

Makerspace/Housing/Both?

THANK YOU!

Kyle Gast
City of Milwaukee, DCD

kgast@milwaukee.gov
414-286-5823

[Milwaukee.gov/FondyNorth](https://milwaukee.gov/FondyNorth)